



Kingman Area Regional Transit

Advertising Guidelines & Agreement

Advertising on KART is a great way to be seen all around Kingman. KART operates four fixed routes, traveling approximately 190,000 miles annually and providing 7,000 to 10,000 passenger trips each month.

Your advertising dollars help fund the operating costs of your community's local transit program. KART is funded by the Federal Transit Administration (FTA) Section 5311 Rural Transit Grant Program, Arizona Department of Transportation, City of Kingman General Fund, fare revenue and advertising revenue.

Advertising can be a substantial investment. Therefore, KART provides a variety of options to make advertising affordable for both large and small organizations.

Video advertising is available with commitment terms from as little as one month up to one year. Three, six and twelve month contracts are available for graphic advertising on the exterior of the vehicles.

Discounts on video advertising are available when advance payment is made in full at the beginning of the contract term. Receive a 5% discount with a three month contract, 10% discount with a six month contract or a 15% discount with a twelve month contract. If advance payment in full is not made at the beginning of the contract term, payments will be due monthly at the full rate.

Discounts on graphic advertising are also available when multiple ads are purchased. Receive 5% discount when advertising on two vehicles/locations, 10% discount when advertising on three vehicles/locations or 15% discount when advertising on four or more vehicles/locations. Advance payment in full is required for all graphic advertising.

The cost of producing and removing graphic artwork and signage is the sole responsibility of the advertiser. Cost for removal varies depending on size and materials. When receiving the quote for artwork and signage installation, removal shall also be quoted. The amount quoted for removal is due prior to installation and is not subject to the above mentioned discount.

Regular maintenance schedules require KART to remove transit vehicles from circulation for a period of not more than three days. If maintenance requires a transit vehicle to be out of circulation for more than three consecutive working days, KART will extend the length of the advertiser's contract by the number of working days that the vehicle was out of service.

Transit vehicles may be rotated between all four routes. This allows advertising to be displayed in all service areas. Although we can guarantee that your ad will be seen, we cannot guarantee that it will be limited to any particular route.

Prior to installation of graphics, KART must approve the artwork and vendor for your ad.

Current approved vendors:

- Discount Sign Co., 4165 N. Bank Street, Kingman, AZ 86409, (928) 757-2424, discountsignco.com
- Contact Public Transit Superintendent, Sheri Furr at 692-3103 if you are interested in becoming an approved vendor for graphic application and removal on KART vehicles.

Some restrictions apply to content of advertisements on and in KART transit vehicles.

Advertising that is not permitted, includes, but is not limited to the following:

- Advertisements containing or promoting obscene material
- Advertisements containing or promoting material that may be considered harmful to juveniles
- Advertisements containing profane content
- Advertisements containing violent or criminal content
- Advertisements promoting alcohol, tobacco, or firearms
- Advertisements containing content that is considered controversial
- Advertisements that degrade or disparage groups based on gender, sexual orientation, religion, race, ethnicity, or political affiliation

If KART receives adverse publicity or complaints regarding any advertisement, it reserves the right to terminate the advertising contract. In the event KART terminates an advertising contract KART will refund all contract fees paid less the cost of removing the graphic application.



This could be your “rolling billboard” ad around town!

Pricing

External Graphics

Location	Approx. Size (H x W)	Monthly Rate
Side window	34" x 17"	\$60 per window
Side window	34" x 32"	\$80 per window
Side window	34" x 43"	\$100 per window
Rear window	20" x 56"	\$200 per vehicle
Rear panel	29" x 60"	\$200 per vehicle
Side panel	39" x 52"	\$150 per vehicle
Entire back wrap Includes window		\$500 per vehicle
Entire side wrap Does not include windows		\$350 per vehicle/side

Internal video and slides

Location	Size/Type	Monthly Rate
19" video monitor	20 second slide	\$50 for the first slide \$25 each additional slide
	30 second video	\$75
	60 second video	\$100
	Additional lengths are available	Call for quote

For just one low monthly fee your ad will be placed on each vehicle that is equipped with a video monitor. Typically, all vehicles that are in service will be equipped. On rare occasions, a back-up vehicle that is not equipped with a video monitor may be used.

Ads will rotate and be played a minimum of three times each service hour.



Kingman Area Regional Transit

Advertising Agreement

Purchaser Information:

Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

Authorized representative _____ Title _____

Phone _____ Email _____

Ad Type:

External Graphics

Location	Approx. Size (H x W)	Monthly Rate	Qty.	Term
Side window	34" x 17"	\$60 per window	_____	_____
Side window	34" x 32"	\$80 per window	_____	_____
Side window	34" x 43"	\$100 per window	_____	_____
Rear window	20" x 56"	\$200 per vehicle	_____	_____
Rear panel	29" x 60"	\$200 per vehicle	_____	_____
Side panel	39" x 52"	\$150 per vehicle	_____	_____
Entire back wrap		\$500 per vehicle	_____	_____
Entire side wrap		\$350 per vehicle/side	_____	_____

Internal Video & Slides

Location	Size/Type	Monthly Rate	Qty.	Term
19" video monitor	20 second slide	\$50 for the first slide	_____	_____
		\$25 each add'l slide	_____	_____
	30 second video	\$75	_____	_____
	60 second video	\$100	_____	_____
	Other	_____	_____	_____

External Graphics

Advance payment in full is required for all graphic advertising.

Discount on external graphics when multiple ads are purchased:

5% when advertising on two locations, 10% when advertising on three locations or 15% when advertising on four or more locations

Checks shall be made payable to Kingman Area Regional Transit.

Number of locations:	Term:	Total before discount:
Discount if applicable:	Total after discount:	Cost for removal:
Total amount due:	Start date:	End date:

Internal Video & Slides

Minimum 1st month's payment is required prior to start date.

Discount on video advertising when advance payment is made in full:

5% with a three month contract, 10% with a six month contract or 15% with a twelve month contract. If advance payment in full is not made at the beginning of the contract term, payments will be due monthly at the full rate.

Checks shall be made payable to Kingman Area Regional Transit.

Length of video or # of slides:	Term:	Total before discount:
Discount if applicable:	Total after discount:	Monthly payment amount:
Next payment due:	Start date:	End date:

I have read and understand the attached Kingman Area Regional Transit (KART) advertising guidelines.

Print Authorized Signature:	Sign:
Date:	Title: